Campaign Case Study: ‘It’s Your Privacy. Don’t Ignore It.’
Presentation Outline

- Introduction/Background to the Office of the Victorian Privacy Commissioner, the Information Privacy Act and the Youth Advisory Group

The ‘It’s Your Privacy. Don’t Ignore It.’ Campaign
- Stage One – Research
- Stage Two – Planning
- Stage Three – Implementation
- Stage Four – Evaluation
- Final thoughts
- Questions
The Office of the Victorian Privacy Commissioner

- Also known as ‘Privacy Victoria’
- Independent statutory office whose main function is to oversee and promote the correct handling of personal information in the Victorian public sector
- Administers the *Information Privacy Act 2000* (Vic) that is concerned with recorded personal information such as your name, address, sex, age, financial details, marital status, education or employment history
- Serves a number of different functions including complaint/conciliation handling, general enquiries, consultation, training and awareness-raising functions
The Youth Advisory Group (YAG)

- Part of an overall Privacy Victoria strategy to focus on privacy matters as they relate to children and young people
- Established in October 2009
- Made up of around sixteen young Victorians who meet throughout the year
- More info? www.privacy.vic.gov.au or email youth@privacy.vic.gov.au
Stage One – Research
Identifying existing problems and or potential opportunities

- When the YAG was first established, first task was to clarify our own thoughts and interpretations of ‘privacy’
- Also conducted surveys at Privacy Victoria’s Watch This Space: Children, Young People and Privacy conference
- Main finding was that the concept of privacy was much more important than the term ‘privacy’ for people in this age group
Stage Two – Planning
Ascertaining goals and objectives

- Further discussion assisted by preliminary research
- Decided upon a format and then did further, more specific research related to this
- Also decided to focus on highlighting that privacy is already an everyday concern
Stage Three – Implementation
How, What, Why and When

- Finalising format for materials
- Establishing exact campaign slogan and target age group
- Identifying and addressing any potential challenges to intended outcomes (e.g: time/budget/people constraints)
‘It’s Your Privacy. Don’t Ignore It.’ (cont’d)

Stage Three – Implementation (cont’d)
‘It’s Your Privacy. Don’t Ignore It.’ (cont’d)

Stage Three – Implementation (cont’d)
Stage Four – Evaluation
Did we achieve our goals?

- Currently still in the evaluation stage of our campaign
- Assessing feedback from AvantCard distributors, general public, public sector organisations
- Also assessing what we can learn from this experience – what we would do the same/differently next time
Final Thoughts

• ‘It’s Your Privacy. Don’t Ignore It.’ has been a two year campaign
• Promoting privacy can sometimes be a difficult thing to do
• Don’t be afraid to make use of contacts that you already have
• Things never run to plan – just remember to smile and try to build in as much flexibility as possible
• Make sure that you do take the time to carry out the evaluation step – you want to be able to celebrate all of your hard work too!
Privacy Awareness Week: 1-7 May 2011

- This year’s theme is ‘Privacy: it’s not a secret. Find out why’
- Asia Pacific Privacy Authorities are promoting an online survey to learn more about social media and privacy
- For more info, head to www.privacyawarenessweek.org or to www.privacy.vic.gov.au
Any Questions?

WOULD YOU IGNORE YOUR PRIVACY HERE?

SO WHY IGNORE IT HERE?